

THE ALMA RECORD

BARCOCK & GROSSKOPF, Proprietors

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ADVERTISING RATES

For advertising rates apply for schedule.
Notices of church and lodge socials and entertainments where admission is charged, regular advertising rates.
Obituary notices, 125 words free, over that, one cent per word. All obituary poetry, one cent per word.
Classified ads, one cent per word each issue, with a minimum price of 25 cents, cash in advance; stamps accepted.

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OFFICIAL PAPER OF THE CITY OF ALMA, MICHIGAN

FOR FOUR CENTS

It is very seldom in these days of high prices that one sees an unusual bargain offered, and four cents in most instances buys very little, but the Record is offering a great bargain for four cents, in fact the greatest value on the market for the price.

Every week in the year for the small sum of four cents, less than the price of the poorest cigar and less than half the price of a box of cigarettes, the Record brings to you all the news of the neighborhood. It tells you the details of the important enterprises under contemplation; it reports the births, deaths, and social events of the community; gives the theatre programs; announces the church services and tells you will preach in each church and upon what topic they will speak; it quotes you all of the latest prices of merchandise and places special stress upon any bargains which the merchants of Alma may have to offer. By studying its columns and taking advantage of these bargains, you may save many times the subscription price of the paper.

In addition to all these things the Record helps to mould public sentiment upon important issues and furnishes you a medium through which you may advocate any worthy enterprise for the good of the community and thus send your message broadcast to the people without a cent of cost to you, not even the postage.

For the small sum of four cents, the cost of four postage stamps, we deliver to you the result of the combined work of a dozen or more people at an expense of several hundred dollars. When talking about bargains, the Record's offering is hard to beat.

A newspaper is a public utility and a necessity without which no city thrives or grows. It is the means by which the people keep in touch with the things that are going on, and the medium for promoting growth and progress. Four cents is a ridiculously small price to charge for a newspaper when one considers all the real advantages it affords and the service it renders.

We want the people of Alma and vicinity to consider the Record their public utility, their medium for the exchange of ideas, and the promotion of the public good. The columns of the Record are always open to communications that are for the public good, and we welcome news items from all quarters. Not least in importance is the fact that we suppress things that would be detrimental to the public interest and have no room for carping criticism of individuals or institutions when such criticisms can not accomplish any good. However, we do not hesitate to criticize mercilessly if the public good demands such criticism.

If you believe in Alma and want to see it grow; if you believe in a newspaper as one of the prime factors in the growth and development of our city; boost for it, make it yours, use it to the fullest extent as your medium for promoting the interests of your city and community. We want the Record to stand for right, truth, justice and progress. We are willing and ready to aid in every worthy cause, and we ask your co-operation in making the Record the best paper in the best little city in Michigan. By co-operation and the small expenditure, on your part, of four cents per week we can accomplish much. Tell your friends of this exceptional bargain.

ENOUGH IS PLENTY

The people of the United States have had their full share of four-flushing in governmental matters during the past seven years, and are ready to swing back to a stable government of less words and more work. Never before in the history of the country have we been treated to so many broken promises and been fooled so much by false doctrines.

Our government has not been operated upon a sound business basis but upon untried and unsound theories which have brought us to the verge of bankruptcy and saddled upon us debts that it will take generations to pay. Men in high places have not been chosen because of their successful experience or business ability but because they were political healers in some section of the country where getting votes was the main chance. Very little men have been chosen for very large undertakings and the result has been disastrous to the country's interests.

We have been in the hands of grafters, speculators and profiteers who have manipulated the affairs of the government to their own advantage and made the people pay outrageous prices for the necessities of life. Today we are paying twenty-five to thirty cents per pound for sugar and for no other reason than that the crop was cornered and the price raised with the knowledge and consent of those in authority. Common soft coal of the poorest grade ranges in price from ten to twelve dollars per ton and the better grades up to fifteen dollars per ton. Shoes that used to cost a dollar and a half to two dollars now cost from six to ten dollars and the storehouses are full of hides while people are wearing leather overcoats. Graft goes merrily on and no one in authority does anything but make grandstand plays about what they are going to do in the sweet bye and bye.

Another election is drawing near. We should not be fooled by more monkey-doodle oratory and pleasing promises. We should do our own thinking and vote for policies that have been proven sound by past experience. Talk is cheap stuff and the more impractical a man is the more fool promises he will make. Sound business administration of our affairs is the only thing that can save us from the fate of Russia and revolution in our own country.

Do not think that you have a corner on all the hard luck of the world. Other people suffer from financial strain, from loss of friends, from ill-health, from misfortune of various kinds, from misunderstood motives. Whether one is happy or miserable is after all largely an attitude of mind. If we regard our daily experiences as valuable aids in our daily development, rather than personal misfortunes, we do not find it hard to cultivate a cheerful contented frame of mind.

Sometimes a woman seems to think that the best way to educate a husband is to give him "a piece of her mind" every time she gets a chance, and sometimes a man seems to think that it is his undisputed privilege to resort to "the club" and "poker." Both methods contribute very little to domestic happiness and have doubtful educational value.

Those who live most are not the ones who live the fastest. It is well to keep in mind the fact that the faster one goes the sooner the end of the race is reached. The butterfly does a lot of flying but it's soon over, and the grasshopper makes a glutton of himself till the first frost comes along and ends his days of fiddling around.

Some fellows are so constituted that could you take a goodly portion of the bone out of their heads and put it into their backs it would be a great improvement. Bone in the head is a serious matter with a man who does not have bone enough in his back to make a readjustment.

Don't get so interested in what the other fellow is doing that you forget that you have any work of your own to perform. In all probability he knows how to do his work better than you know how to direct him to do it.

If you skim the cream off the milk of human kindness before peddling it out, it's likely to look pretty blue to those who receive it, and often turns out to be pretty sour stuff.

MIGHTY ELEPHANT ACT FEATURE OF BIG CIRCUS



TAIL TO TRUNK THEY EXTEND NEARLY A MILE IN LENGTH

Elephants, elephants and still more elephants. Were it possible to construct a pair of scales large enough to weigh the vast herd of big-eared giants that are being carried by the Ringling Brothers and Barnum & Bailey Combined Shows, it would be found that they would "tip the beam" at something like a million pounds. But no such scales are to be had.

When the great new circus opened its season at the Madison Square Garden, in New York City, this spring there was not room to house the herd. Big as is the building, the space allotted to the menagerie could not accommodate all the elephants. So almost half of them had to be left at the winter quarters. Now that the circus is on tour and exhibiting under its new and specially constructed tents, all the elephants accompany it. When Ringling Brothers and Barnum & Bailey Combined come here their street parade will exhibit practically all the elephants in America.

All these elephants are performing elephantine education. Thirty of them are presented in a single number in the arena program. So far does this depart in bigness from all other attempts at such presentations that for the first time in the history of the circus the great hippodrome track as well as the rings and stages are used in the elephant number. And at the termination of the many "group" representation all the herds are brought together in one stupendous ensemble and merged into an act performed along one entire side of the main-tent and which has been termed a "quarter of a million pound elephant act." Nothing approaching this has even been attempted in the history of the circus. Exhibitions will be given in Alma, Thursday July 29.

MORE FOOD, CRY OF STATE FAIR

MICHIGAN BECOMING A NEW
ENGLAND OF DESERTED FARMS
TEN YEARS MORE AND COUN-
TRYSIDE WILL BE DE-
POPULATED

FULL USE OF MAN-POWER TO BE SHOWN BY EXPERTS

To restore 19,000 Michigan farms to productivity to avert the threatened food shortage, to bring about a greater balance between Michigan cities and Michigan farms—these, it is announced, will be the main purposes of this fall of the Michigan State Fair, at Detroit, Sept. 3-12.

George W. Dickinson, Secretary-Manager, says that the Fair will be more serious in tone this year than ever before. Carnival and amusement attractions are to be but sidelines, he declares, and the main emphasis of the exposition is to be directed at what he terms "the vital problem of food production."

DEPOPULATION IN TEN YEARS
"Ten years more of our present tendency," said Mr. Dickinson, "and Michigan farms will be depopulated. The census figures show us that New England's deserted farms are coming to our own state. In our most fertile lands, we find farm after farm vacant and the other are cultivated only to fractional capacity."

"You can talk about coal problems, and public utility problems, and housing problems, but the big difficulty this state must solve is the food production problem."

TO CONSERVE MAN POWER
Michigan Agricultural College and the United States Department of Agriculture will cooperate this fall in putting on a complete farm show designed to demonstrate how the biggest results can be obtained with the smallest amount of man-power. A display of all labor-saving machinery is to be featured.

STATE FAIR COSTS GOING UP; MINN. CHARGES MORE

Hamline, Minn.—With the cost of operating a fair having increased 50 per cent, the Minnesota State Fair has been forced to announce a new schedule of admission price. General admission to the grounds has been advanced from 50 to 75 cents, but the management is endeavoring to keep prices down for all attractions with in the gate.

Detroit, Mich.—George W. Dickinson, Secretary-Manager of the Michigan State Fair, when told of the advance in the admission fee of the Minnesota State Fair, said that he had no comment to make as yet. He declared he is doing his best to keep costs down, but he said it is obvious that good management dictates that a fair should pay its own way, and that he meant to increase rather than cut down the quality of the features of the Michigan Fair.

Musical Instruments of Insects.
Buzzing or humming is mainly due to rapid vibrations of the wings, which often strike the air more than a hundred times in a second, but there is sometimes a special quivering instrument near the base of the wings. Chirping or trilling is due to some sort of "stridulating" organ, one hard part being scraped against another, as the legs on the abdomen—it may be leg

WILL DISCUSS "MODERN UNREST"

D. H. McGibeny Selects Timely
Topic for Chautauqua.

Well-Known Writer and Lecturer
Has Wide Knowledge of Present-Day Conditions.

Donald H. McGibeny, novelist and traveler, comes with a broad background of experience to lecture at the



D. H. MCGIBENY.

Redpath Chautauqua on "The Modern Unrest."

This lecture is to a great extent a study of bolshevism and what it aims to accomplish.

Mr. McGibeny has given much time to the investigation of bolshevism, not only abroad but in America as well. His experiences in Washington in tracking down the national society of anarchists revealed important events of present-day history.

Besides being a lecturer of unusual ability, Mr. McGibeny has also received marked recognition as a writer. The Ladies' Home Journal is carrying each month a story by him, illustrated in color, and a new McGibeny novel, "Bullet Proof," has just been published.

Circulation counts—we have it.

A Few Special BARGAINS

8000 acres in Clare Co., \$11.00 per acre.

80 acres close to town, 65 cleared, fair buildings and orchard, \$6000.00 easy terms.

70 acres near Sheherd, fair buildings, good orchard and \$1000.00 worth of timber. Easy terms. For quick sale, \$5000.00

95 acres close to town. Extra good buildings, \$8000.00 and less for cash.

60 acres close to Alma, \$9500. All improved.

Houses on easy terms. Vacant lots to suit your own time.

Some rooms to rent.

Gasoline engine for sale.

We wish to buy a second hand truck.

Give us a call.

Conley & Huffman

713 3rd Ave. 202 Orchard St. Phone 336

ANNOUNCEMENT

I hereby announce my candidacy for the Office of State Senator for the 25th Senatorial District on the Republican Ticket at the August Primary Election.

Sincerely yours,
AARON AMON.

(Political Advertising)

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